

ORDER



Orders
Order / Rev: 706701
Alt Order #: 06279695
Product Desc: FREEDOM TO MARRY 12
Estimate: 11622
Flight Dates: 08/16/12 - 08/24/12
Original Date / Rev: 08/15/12 / 08/15/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Freedom to Marry 2012
Demographic: A35+
Product Codes: IS-Issue/Ballot
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 07/30/12 | 08/24/12 | 50 | \$43,700.00 | \$37,145.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2012 | 50 | \$43,700.00 | \$37,145.00 | 0.00 |
| Totals | 50 | \$43,700.00 | \$37,145.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|--------------|
| KARE | 23% | \$43,700.00 |
| Market | 100% | \$190,000.00 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KAWB | 0% | \$0.00 |
| KAWF | 0% | \$0.00 |
| KCCO | 0% | \$0.00 |
| KCCW | 0% | \$0.00 |
| KFTC | 0% | \$0.00 |
| KMSP | 18% | \$34,200.00 |
| KMWB | 0% | \$0.00 |
| KPXM | 0% | \$0.00 |
| KRWF | 0% | \$0.00 |
| KSAX | 0% | \$0.00 |
| KSTC | 1% | \$1,900.00 |
| KSTP | 0% | \$0.00 |
| KTCA | 0% | \$0.00 |
| KTCI | 0% | \$0.00 |
| KWCM | 0% | \$0.00 |
| UNKWN | 14% | \$26,600.00 |
| WCCO | 42% | \$79,800.00 |
| WFTC | 2% | \$3,800.00 |

Order / Rev: 706701
 Alt Order #: 06279695
 Flight Dates: 08/16/12 - 08/24/12

Advertiser: Freedom to Marry 2012
 Product Desc: FREEDOM TO MARRY 12
 Estimate: 11622

KARE

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|------|------|-------|------------|
| E 1 | KARE | 08/17/12 | 08/17/12 | M-F 6-7a KARE 11 Sunrise M-F | CM | 6-7a | ----F-- | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ----F-- | | | 1 | | \$600.00 | | 0.00 | | | | |
| E 2 | KARE | 08/20/12 | 08/24/12 | M-F 6-7a KARE 11 Sunrise M-F | CM | 6-7a | MTWTF-- | :30 | 5 | \$600.00 | P-2 | 0.00 | NM | 5 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | MTWTF-- | | | 5 | | \$600.00 | | 0.00 | | | | |
| E 3 | KARE | 08/17/12 | 08/17/12 | Today Show Today Show | CM | 7-9a | ----F-- | :30 | 2 | \$750.00 | P-2 | 0.00 | NM | 2 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ----F-- | | | 2 | | \$750.00 | | 0.00 | | | | |
| E 4 | KARE | 08/20/12 | 08/24/12 | Today Show Today Show | CM | 7-9a | MTWTF-- | :30 | 7 | \$750.00 | P-2 | 0.00 | NM | 7 | \$5,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | MTWTF-- | | | 7 | | \$750.00 | | 0.00 | | | | |
| E 5 | KARE | 08/23/12 | 08/23/12 | M-F 9-10a M-F 9-10a | CM | 9-10a | ---T--- | :30 | 1 | \$250.00 | P-2 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | ---T--- | | | 1 | | \$250.00 | | 0.00 | | | | |
| E 6 | KARE | 08/20/12 | 08/20/12 | M-F 1-2p Rachel Ray | CM | 1P-2P | M----- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | M----- | | | 1 | | \$150.00 | | 0.00 | | | | |
| E 7 | KARE | 08/22/12 | 08/22/12 | M-F 2-3p The Doctors | CM | 2P-3P | --W---- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | --W---- | | | 1 | | \$175.00 | | 0.00 | | | | |
| E 8 | KARE | 08/16/12 | 08/16/12 | M-F 3-4p M-F 3-4p | CM | 3-4p | ---T--- | :30 | 1 | \$350.00 | P-2 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ---T--- | | | 1 | | \$350.00 | | 0.00 | | | | |
| E 9 | KARE | 08/21/12 | 08/24/12 | M-F 3-4p M-F 3-4p | CM | 3-4p | -T--F-- | :30 | 2 | \$350.00 | P-2 | 0.00 | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | -T--F-- | | | 2 | | \$350.00 | | 0.00 | | | | |
| E 10 | KARE | 08/16/12 | 08/17/12 | M-F 430-5p Jeopardy | CM | 430-5P | ---TF-- | :30 | 2 | \$550.00 | P-2 | 0.00 | NM | 2 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ---TF-- | | | 2 | | \$550.00 | | 0.00 | | | | |
| E 11 | KARE | 08/20/12 | 08/24/12 | M-F 430-5p Jeopardy | CM | 430-5P | M-WTF-- | :30 | 4 | \$550.00 | P-2 | 0.00 | NM | 4 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | M-WTF-- | | | 4 | | \$550.00 | | 0.00 | | | | |
| E 12 | KARE | 08/17/12 | 08/17/12 | M-F 4-430p KARE 11 4 News | CM | 4-430P | ----F-- | :30 | 1 | \$350.00 | P-2 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ----F-- | | | 1 | | \$350.00 | | 0.00 | | | | |
| E 13 | KARE | 08/21/12 | 08/23/12 | M-F 4-430p KARE 11 4 News | CM | 4-430P | -T-T--- | :30 | 2 | \$350.00 | P-2 | 0.00 | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | -T-T--- | | | 2 | | \$350.00 | | 0.00 | | | | |
| E 14 | KARE | 08/16/12 | 08/16/12 | M-F 5-530p KARE 11 5 News | CM | 5-530p | ---T--- | :30 | 1 | \$1,100.00 | P-2 | 0.00 | NM | 1 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ---T--- | | | 1 | | \$1,100.00 | | 0.00 | | | | |
| E 15 | KARE | 08/20/12 | 08/24/12 | M-F 5-530p KARE 11 5 News | CM | 5-530p | M-W-F-- | :30 | 3 | \$1,100.00 | P-2 | 0.00 | NM | 3 | \$3,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |

Order / Rev: 706701
 Alt Order #: 06279695
 Flight Dates: 08/16/12 - 08/24/12

Advertiser: Freedom to Marry 2012
 Product Desc: FREEDOM TO MARRY 12
 Estimate: 11622
KARE

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-------------------------------------|-------|--------------------------------------|-----|-------------|------------|---------------|------|--------|-------|-------------|
| E 15 | KARE | 08/20/12 | 08/24/12 | M-F 5-530p KARE 11 5 News | CM | 5-530p M-W-F-- | :30 | 3 | \$1,100.00 | P-2 | 0.00 | NM | 3 | \$3,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | M-W-F-- | | 3 | | \$1,100.00 | | 0.00 | | | | |
| E 16 | KARE | 08/21/12 | 08/23/12 | M-F 6-630p KARE 11 6 News | CM | 6-630p -T-T--- | :30 | 2 | \$1,300.00 | P-2 | 0.00 | NM | 2 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | -T-T--- | | 2 | | \$1,300.00 | | 0.00 | | | | |
| E 17 | KARE | 08/16/12 | 08/17/12 | M-F 630-7p Entertainment Tonight | CM | 630pm-7pm ---TF-- | :30 | 2 | \$1,300.00 | P-2 | 0.00 | NM | 2 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ---TF-- | | 2 | | \$1,300.00 | | 0.00 | | | | |
| E 18 | KARE | 08/20/12 | 08/24/12 | M-F 630-7p Entertainment Tonight | CM | 630pm-7pm M-W-F-- | :30 | 3 | \$1,300.00 | P-2 | 0.00 | NM | 3 | \$3,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | M-W-F-- | | 3 | | \$1,300.00 | | 0.00 | | | | |
| E 19 | KARE | 08/18/12 | 08/18/12 | Sat 630-7p MN Bound | CM | 630pm-7pm -----S- | :30 | 1 | \$275.00 | P-2 | 0.00 | NM | 1 | \$275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S- | | 1 | | \$275.00 | | 0.00 | | | | |
| E 20 | KARE | 08/21/12 | 08/21/12 | Tue Prime AGT | CM | 7P-9P -T----- (6:58 PM-9:00 PM) | :30 | 1 | \$3,500.00 | P-2 | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | -T----- | | 1 | | \$3,500.00 | | 0.00 | | | | |
| E 21 | KARE | 08/22/12 | 08/22/12 | Wed Prime AGT | CM | 8P-9P --W---- (8:00 PM-9:00 PM) | :30 | 1 | \$1,800.00 | P-2 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | --W---- | | 1 | | \$1,800.00 | | 0.00 | | | | |
| E 22 | KARE | 08/17/12 | 08/17/12 | Fri Prime DATELINE | CM | 9P-10P ----F-- (9:00 PM-10:00 PM) | :30 | 1 | \$900.00 | P-2 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ----F-- | | 1 | | \$900.00 | | 0.00 | | | | |
| E 23 | KARE | 08/16/12 | 08/16/12 | M-F 10-1035p KARE News 10p | CM | KARE News 10p ---T--- | :30 | 1 | \$1,400.00 | P-2 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ---T--- | | 1 | | \$1,400.00 | | 0.00 | | | | |
| E 25 | KARE | 08/17/12 | 08/17/12 | Tonight Show Tonight Show | CM | 1035pm-1135pm ----F-- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ----F-- | | 1 | | \$450.00 | | 0.00 | | | | |
| N27 | KARE | 08/21/12 | 08/21/12 | M-F 430-5p Jeopardy | CM | 430-5P -T----- | :30 | 1 | \$550.00 | P-2 | 0.00 | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | -T----- | | 1 | | \$550.00 | | 0.00 | | | | |
| N28 | KARE | 08/21/12 | 08/23/12 | M-F 10-1035p KARE News 10p | CM | KARE News 10p -T-T--- | :30 | 2 | \$2,500.00 | P-2 | 0.00 | NM | 2 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | -T-T--- | | 2 | | \$2,500.00 | | 0.00 | | | | |
| | | | | | | | | | | | | Totals | 50 | \$43,700.00 |